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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

In the Matter of)
Amendment of Section 76.51)
of the Commission's Rules)
to Include Dubuque, Iowa)
in the Cedar Rapids-Waterloo, Iowa)
Television Market)

) CS Docket No. 96-119

To: Chief, Cable Services Bureau

REPLY COMMENTS OF CEDAR RAPIDS TELEVISION COMPANY

Cedar Rapids Television Company ("CRTV"), licensee of television station KCRG-TV, Channel 9 (ABC) Cedar Rapids, Iowa, hereby submits its reply comments in support of adding the community of Dubuque, Iowa to the Cedar Rapids-Waterloo, Iowa television market as designated in Section 76.51¹ of the Commission's rules.² In its opening comments, CRTV provided conclusive evidence that the stations licensed to the three communities -- which Arbitron designates the "Cedar Rapids-Waterloo-Dubuque" Area of Dominant Influence ("ADI") -- directly compete, and that the requested designation is therefore justified. The only other commenter -- Dubuque TV Limited Partnership ("DTLP"), licensee of station KFXB-TV, Dubuque, Iowa -- opposed the designation. As demonstrated below,

¹ See 47 C.F.R. § 76.51.

² See Amendment of Section 76.51 of the Commission's Rules to Include Dubuque, Iowa in the Cedar Rapids-Waterloo, Iowa Television Market (Notice of Proposed Rulemaking), CS Docket No. 96-119 (rel. May 30, 1996).

DTLP's arguments do nothing to undercut CRTC's public interest showing. Accordingly, the Bureau should grant CRTC's request.

I. THE RECORD EVIDENCE PROVES THAT, CONTRARY TO DTLP'S CLAIM, THE STATIONS LICENSED TO CEDAR RAPIDS, WATERLOO, AND DUBUQUE DIRECTLY COMPETE

Contrary to DTLP's contention, the record is replete with evidence demonstrating conclusively that the station licensed to Dubuque, KFXB-TV, competes for advertising dollars and viewers with KCRG-TV and other stations licensed to Cedar Rapids or Waterloo. DTLP's contention is founded on its disingenuous observation that KFXB *alone* does not provide Grade B coverage to Cedar Rapids and Waterloo, and that KFXA-TV, Cedar Rapids, Iowa *alone* does not provide Grade B coverage to Waterloo or Dubuque.³ This assertion wholly disregards the documented joint operations of KFXA/KFXB. Indeed, according to KFXA/KFXB advertising materials, the stations have "merged" and "simulcast" to cover all of eastern Iowa.⁴

³ DTLP Comments at 7.

⁴ See Comments of CRTC at 5 n.12 (quoting KFXA/KFXB advertising announcement attached to the Comments as Exhibit 3).

While DTLP attempts to minimize the extent of the relationship between the two stations (DTLP Comments at 8), the evidence presented in this proceeding indicates that KFXB provides virtually all of the programming for KFXA. This conclusion follows from three facts:

- (1) With the single exception of the 6:00-6:30 p.m. news Monday-Friday, KFXA duplicates all of the programming on KFXB (see CRTC Comments at Exhibit 3; Exhibit 3 hereto (excerpt from the May 1996 Nielsen Station Index));

The truth is that the *combined* coverage of KFXA/KFXB substantially overlaps the coverage area of stations licensed to Cedar Rapids and Waterloo,⁵ and covers, or soon will cover, the entire Cedar Rapids-Waterloo-Dubuque market. As DTLP itself acknowledges, both KFXA and KFXB have filed applications to expand their coverage such that KFXA/KFXB will provide at least Grade B coverage to all three cities.⁶ The local Waterloo newspaper recently reported that

[w]ith the addition of the new tower, [KFXA chief engineer Gary] Haverland said KFXA, combined with KFXB, the Dubuque Fox affiliate, will have complete coverage in the Waterloo-Cedar Rapids-Iowa City-Dubuque market.⁷

Accordingly, the Bureau should reject DTLP's mistaken attempt (at 7-8) to compare this case to those in which stations clearly did not compete because their coverage areas did not

-
- (2) KFXB provides all of the locally produced news programming for KFXA (see CRTV Comments at 5 n.12; Exhibit 3 hereto, which indicates that while the 6:00 p.m. newscast produced by KFXB airs only on KFXB, the 10:00 p.m. newscast produced by KFXB airs on both KFXA and KFXB); and
 - (3) the syndicated programs licensed to KDUB-TV (the former KFXB) in 1995 is virtually identical to those licensed to KFXA/KFXB in 1996 (see Exhibit 4 hereto (excerpts from May 1996 and May 1995 Nielsen Station Index showing that KDUB in 1995 and KFXA/KFXB in 1996 both carried the following programs: Baywatch, Current Affair, Doogie Howser, Empty Nest, HBO Comedy Showcase, and Northern Exposure)).

⁵ See CRTV Comments at Exhibit 1.

⁶ See DTLP Comments at 7 nn. 4-5.

⁷ Waterloo, Iowa Courier, July 26, 1996 (attached hereto as Exhibit 1). KFXB's application seeks authority to substantially increase its maximum EIRP from 646 kw to 5000 kw. See Application on FCC Form 301 of Dubuque TV Limited Partnership for Facilities Improvement of KFXB, Dubuque, Iowa (File No. BPCT-960711KS).

overlap and the station in the community to be added to the designation did not provide Grade B coverage to the existing market.

DTLP next falsely claims that KFXB has "few, if any, viewers" and no local advertisers in either Cedar Rapids or Waterloo. As CRTV showed in its Comments, however, Nielsen's Viewers in Profile publication indicates that KFXA/KFXB does indeed have viewers throughout the Cedar Rapids-Waterloo-Dubuque market.⁸ In addition, CRTV's Comments showed that, on any given night, KFXA/KFXB airs a number of advertisements from businesses located in Cedar Rapids.⁹ Further, contrary to DTLP's representation, KFXA/KFXB actively solicits advertising accounts from Cedar Rapids businesses and touts the size of the stations' audience throughout Cedar Rapids, Waterloo, and Dubuque.¹⁰

In short, DTLP's claim that the KFXA/KFXB joint operation "in no way makes KFXB a competitor in Cedar Rapids or Waterloo" (at 8) is simply untrue. The competition among KFXA/KFXB and stations licensed to Cedar Rapids and Waterloo justifies hyphenation of the market to reflect the reality of the marketplace.

⁸ CRTV Comments at Exhibit 6.

⁹ Id. at 7.

¹⁰ Id. at Exhibit 8. Exhibit 2 hereto -- a KFXA/KFXB advertising presentation to Cedar Rapids Symphony -- offers further proof that KFXA/KFXB competes for both audience and advertisers in Cedar Rapids.

II. CONTRARY TO DTLP'S CONTENTION, THE KFXA/KFXB JOINT OPERATION ITSELF IS COMPELLING PROOF THAT CEDAR RAPIDS, WATERLOO, AND DUBUQUE ARE INTEGRALLY RELATED BROADCAST COMMUNITIES

The Bureau need look no further than the merged KFXA/KFXB operation to dismiss DTLP's argument that Cedar Rapids, Waterloo, and Dubuque share no cultural commonality of interest. Indeed, the merged operation itself is conclusive evidence that broadcasters, advertisers, and viewers consider the three communities one integral market. In support of its assertion to the contrary, DTLP offers only a series of self-serving and unsupported proclamations ranging from "the history of the development of the American heartland" to the rich cultural life of Dubuque as compared to Cedar Rapids.¹¹ DTLP's failure even to attempt to authenticate any of these sweeping generalizations casts doubt over their validity.¹² In any event, the labored list of ephemeral "differences" only underscores the similarity of the three communities, as recognized by Nielsen and Arbitron.

¹¹ DTLP Comments at 9-10.

¹² DTLP offers only the "knowledge and belief" of DTLP's "general partner" that these assertions are true. See Supplement to DTLP Comments. As an initial matter, it is not at all apparent whether DTLP's general partner has any connection to the geographic area, or even a managerial role in the operation of KFXB. Moreover, DTLP provides no documentary evidence to support its factual allegations relating to ethnic, religious and political demographic information, shopping patterns, union activity, the "local trading area," the importance of tourism to the local economy, and local cultural patterns.

III. DTLP'S OTHER OBJECTIONS TO ADDING DUBUQUE TO THE MARKET DESIGNATION ARE BASELESS

DTLP's remaining objections to amending the market designation have been addressed and disposed of in CRTC's initial comments. DTLP's objections are, for the most part, based on its misunderstanding of relevant FCC rules and policies. DTLP first argues that Cedar Rapids, Waterloo, and Dubuque "are not in such close geographic proximity as to warrant combining them in a single television market."¹³ But as DTLP itself acknowledges, FCC market redesignation cases make clear that the distance between communities is only one of a number of factors with which to assess the larger question of actual competition among stations licensed to the communities.¹⁴ Given the strong evidence of such competition here, DTLP's emphasis on distance is misplaced.¹⁵

Second, DTLP mistakenly argues that adding Dubuque to the market would enable KCRG-TV to demand mandatory carriage beyond its Grade B contour.¹⁶ But DTLP fails to

¹³ DTLP Comments at 3.

¹⁴ Id. at 3 (citing Amendment to Section 76.51 to Include Goldsboro, NC, in the Raleigh-Durham, NC, Television Market, 9 FCC Rcd 4387 (1994)).

¹⁵ CRTC's initial calculation of the distance between the three cities -- using an aeronautical flight planning program and the coordinates provided in 47 C.F.R. § 76.53 -- unwittingly understated the distance as 54.3 miles between Cedar Rapids and Dubuque, and 75.6 miles between Waterloo and Dubuque. Using the method of calculation specified in 47 C.F.R. § 73.611 and the coordinates set out in 47 C.F.R. § 76.53, the distances are corrected as follows: 62.21 miles between Cedar Rapids and Dubuque and 85.06 miles between Waterloo and Dubuque. (The distance between Davenport and Dubuque is 67.56 miles.)

¹⁶ DTLP Comments at 4.

recognize that KCRG-TV already is entitled to elect mandatory carriage throughout the Cedar Rapids-Waterloo-Dubuque ADI -- a geographic area that extends far beyond KCRG-TV's Grade B contour. Hence, as CRTC stated in its Petition for Rulemaking, this factor is not relevant here.¹⁷

DTLP next argues that CRTC has failed to assert a particularized need for the requested market modification.¹⁸ As CRTC stated in its Comments, however, without the requested redesignation, KCRG-TV cannot prevent the Dubuque cable system from importing: (1) the more distant signal of ABC affiliate WQAD-TV, Moline Illinois, which, unlike KCRG-TV, evidently does not originate local programming of interest to Dubuque viewers; and (2) the signals of more distant stations carrying syndicated programming also carried by KCRG-TV -- even though these stations pay substantially less for the programming than KCRG-TV.¹⁹ DTLP's refusal to concede CRTC's need for FCC rules that reflect marketplace realities is a transparent attempt to stave off competition in the three-city market.

¹⁷ As explained in CRTC's Comments, however, inclusion of Dubuque in the Cedar Rapids-Waterloo market designation will facilitate (but not mandate) cable carriage of Cedar Rapids-Waterloo stations by cable systems geographically proximate to those communities, but outside the Cedar Rapids ADI. Any such increased local cable carriage would enable Cedar Rapids-Waterloo stations to justify economically increased amounts of local programming targeted to cable communities.

¹⁸ Id. at 5-6.

¹⁹ See CRTC Comments at 9-10.

Similarly unavailing is DTLP's claim that the requested market designation would not benefit the public.²⁰ Contrary to DTLP's assertion, CRTC's opening Comments demonstrated that KCRG-TV currently devotes substantial resources to coverage of Dubuque (including a full-time Dubuque news bureau and origination of other special programs specifically targeted to Dubuque)²¹ and could justify economically an increased investment in Dubuque coverage if Dubuque is added to the market. While DTLP, as a competitor, has a keen *self-interest* in seeing KCRG-TV's advertising base for such programming erode through cable importation of duplicative network and syndicated programming, the *public interest* would be served by encouraging more and better production of local programming by adding Dubuque to the market.²²

²⁰ Id. at 6.

²¹ Id. at 10.

²² See, e.g., 1992 Cable Act Section 2 (9)-(17) (national interest in cable carriage of local commercial television stations because such carriage increases viewership and attracts additional advertising revenues that supports local programming).

IV. CONCLUSION

CRTV has provided the Bureau with compelling evidence that stations licensed to Cedar Rapids, Waterloo, and Dubuque are in actual competition. Therefore, the Bureau should conform the Commission's rules to marketplace realities by granting CRTV's request to add Dubuque to the Cedar Rapids-Waterloo market designation.

Respectfully submitted,

CEDAR RAPIDS TELEVISION COMPANY

By Jerry V. Haines / MKB
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- of -
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August 12, 1996

EXHIBIT 1

w/100 Courier Friday, July 26, 1996

Metro / NE Iowa

Fox network to get boost from new tower

- 1,500-foot tower in Benton County will strengthen Fox signal to metro area.

By JON ERICSON
Courier Staff Writer

A \$2 million tower rising from a northeast Benton County field will strengthen reception of the Fox television network in the metro area.

Second Generation of Iowa Ltd. has been trying for two years to improve the signal of its KFXA Fox affiliate to the northern end of its coverage area, which includes Waterloo-Cedar Falls.

The new tower, six miles south of Vinton, replaces the Cedar Rapids

tower from which KFXA had been broadcast.

Construction crews have elevated the tower to 400 feet so far. By the time KFXA starts broadcasting from the Vinton location, the tower will reach 1,500 feet.

"What we wanted to get is full market coverage with Cedar Rapids, Waterloo and Iowa City," said Second Generation's chief engineer Gary Haverland.

The new tower will bring Fox closer to the quality of the other networks, he said. Prior to construction of the new tower, TCI of Northern Iowa had received KFXA's signal at about one-third the power of other networks.

"It will give us a better signal, which

will allow us to give a clearer picture," said TCI's Marketing Manager Deborah Blume.

The new tower will extend coverage to all of Bremer County and into Fayette County.

With addition of the new tower, Haverland said KFXA, combined with KFXB, the Dubuque Fox affiliate, will have complete coverage in the Waterloo-Cedar Rapids-Iowa City-Dubuque market.

KFXA plans to begin transmitting from the Benton County tower Sept. 1, in plenty of time for the start of the football season. Fox carries National Football Conference games, which include local favorites Chicago, Green Bay and Minnesota.

EXHIBIT 2



**Media Plan for:
Cedar Rapids Symphony**

**Presented to:
Marketing Committee**

**Presented by:
Dave Stoddard**

3/12/96

g o d f o c u s i n g s

Fox 28 & 40
TvSCAN Package Plan - Schedule Summary
CEDAR RAPIDS-WATERLOO&DUBQ -- NOV/FEBES NIELSEN

Salesperson: DAVE STODDARD

Buyer: CYNTHIA SEE

Advertiser: CEDAR RAPIDS SYMPHONY

Package Number: 313

Schedule Dates: 03/11/96 - 03/24/96

Lengths: 30

Dayparts: CDE1AP2NLWSXKO

Rate Card:

Telephone: 319-393-2800

Date Due: 03/11/96

KORG	EARLY NEWS	MO-FR 6:00A- 7:00A							\$100.00	4.3	4.3	\$100
KORG	GMA	MO-FR 7:00A- 9:00A							\$75.00	2.6	2.6	\$75
KWWL	TODAY SHOW	MO-FR 7:00A- 9:00A							\$80.00	2.8	2.8	\$80
KGAN	REGIS & KATHE	MO-FR 9:00A-10:00A							\$95.00	2.0	2.0	\$95
KORG	TV9 NOON NEWS	MO-FR 11:30A-12:00P							\$50.00	1.5	1.5	\$50
KORG	KORG PM ROT	MO-FR 12:00P- 3:00P							\$100.00	3.5	3.5	\$100
KORG	OPRAH WINFREY	MO-FR 4:00P- 5:00P							\$125.00	4.0	4.0	\$125
KORG	KORG 5 NEWS	MO-FR 5:00P- 5:30P							\$200.00	5.5	5.5	\$200
KORG	KORG 6 NEWS	MO-FR 6:00P- 6:30P							\$350.00	9.1	9.1	\$350
KFXA+	PRIME	MO-FR 7:00P-10:00P							\$80.00	4.3*	30.1	\$560
KGAN	D LETTMAN-CBS	MO-FR 10:30P-11:30P							\$150.00	4.3	4.3	\$150
KORG	KORG SA 6-9A	SAT 6:00A- 9:00A							\$50.00	1.8	1.8	\$50
<hr/>												
KORG	EARLY NEWS	MO-FR 6:00A- 7:00A							\$100.00	4.3	4.3	\$100
KORG	GMA	MO-FR 7:00A- 9:00A							\$75.00	2.6	2.6	\$75
KWWL	TODAY SHOW	MO-FR 7:00A- 9:00A							\$80.00	2.8	2.8	\$80
KGAN	NW CH 2 MIDDAY	MO-FR 12:00P-12:30P							\$60.00	1.8	1.6	\$60
KGAN	KGAN 6P NEWS	MO-FR 8:00P- 8:30P							\$125.00	3.2	3.2	\$125

Page 1

NOTE: Items marked with an asterisk denotes station estimate number generated.

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Data from NIELSEN. Subject to limitations and restrictions stated in original report.

TABSCANN

Package No. 313

DAVE STODDARD

KFXA+ KWWL	PRIME TONIGHT SHOW	MO-FR 7:00P-10:00P MO-FR 10:30P-11:30P											\$80.00 \$150.00	434 4.7	30.1 4.7	\$560 \$150	
			7-	8-	9-	10-	11-	12-	1-	2-	3-	4-					

Totals: Spots: 31 Reach: 57.3 Frequency: 2.1 CPP: \$25.04 GRP's: 120.8 Cost: \$3,025

NOTE: Items marked with an asterisk denotes station estimate number generated.

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Data from NIELSEN. Subject to limitations and restrictions stated in original report.

Fox 28 & 40
 TvSCAN Package Plan -- Market Summary
 CEDAR RAPIDS-WATERLOO&DUBQ -- NOV/FEBES NIELSEN

Buyer : CYNTHIA SEE
 Advertiser : CEDAR RAPIDS SYMPHONY

Salesperson: DAVE STODDARD

Package No. : 313
 Sched Dates : 03/11/96-03/24/96
 Lengths : 30
 Dayparts : CDE1AP2NLWSXKO
 Rate Card : A
 Telephone : 319-393-2800
 Date Due : 03/11/96

Station	Flight Total			MR MR	DMA P	DMA P
		Total-Cost	Spots Weeks		18-49	50+
KFXA+:	\$1,120.00	14	2	7 7		
CPP/CPM:					\$18.60	\$61.54
Reach:					26.9	8.1
Frequency:					2.2	2.2
KCRG:	\$1,225.00	10	2	8 2	39.2	81.9
CPP/CPM:					\$31.25	\$14.96
Reach:					29.6	53.5
Frequency:					1.3	1.5
KGAN:	\$390.00	4	2	2 2	11.1	29.8
CPP/CPM:					\$35.14	\$13.09
Reach:					9.7	23.1
Frequency:					1.1	1.3
KWVL:	\$290.00	3	2	1 2	10.3	20.3
CPP/CPM:					\$28.16	\$14.29
Reach:					9.0	17.7
Frequency:					1.1	1.1
Totals:	\$3,025.00	31	2	18 13	120.8	150.2
CPP/CPM:					\$25.04	\$20.14
Reach:					57.3	72.5
Frequency:					2.1	2.1

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula

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TvSCAN Package Plan
 TARGET : DMA RTG P 18-49
 CEDAR RAPIDS-WATERLOO&DUBQ -- NOVFEBES NIELSEN

Advertiser : CEDAR RAPIDS SYMPHONY

Buyer : CYNTHIA SEE
 Flight : 03/11/96-03/24/96

Date Due : 03/11/96

Description	DMA P Estimate	Percent	Frequency Distribution Graph
Net Schedule Reach (1+)	205,600	57.3%	[Graph]
Reached 2 or more times:	133,600	37.2%	[Graph]
Reached 3 or more times:	97,900	27.3%	[Graph]
Reached 4 or more times:	76,100	21.2%	[Graph]
Reached 5 or more times:	61,400	17.1%	[Graph]
Reached 6 or more times:	50,800	14.1%	[Graph]
Reached 7 or more times:	42,800	11.9%	[Graph]
Reached 8 or more times:	36,500	10.2%	[Graph]
Reached 9 or more times:	31,500	8.8%	[Graph]
Reached 10 or more times:	27,300	7.6%	[Graph]
Reached 11 or more times:	23,900	6.7%	[Graph]
Reached 12 or more times:	21,000	5.8%	[Graph]
Reached 13 or more times:	18,500	5.1%	[Graph]
Reached 14 or more times:	16,300	4.5%	[Graph]
Reached 15 or more times:	14,400	4.0%	[Graph]

Station	Spots	Reach (1+)	Total	Total	Freq 2+	Freq 3+	Freq 4+	Freq 5+	Freq 6+	Freq 7+	Freq 8+	Freq 9+	Freq 10+	Freq 11+	Freq 12+	Freq 13+	Freq 14+	Freq 15+
			2+	3+	4+	5+	6+	7+	8+	9+	10+	11+	12+	13+	14+	15+		
KFXA	14	26.9%	16.9%	12.0%	8.9%	6.7%	5.2%	4.0%	3.0%	2.3%	1.7%	1.2%	0.7%	0.3%	----%			
KCRG	10	29.4%	13.9%	8.5%	5.6%	3.8%	2.6%	1.7%	1.0%	0.6%	----%							
KGAN	4	9.7%	2.7%	0.9%	----%													
KWNL	3	9.0%	1.7%	----%														
Total	31	57.3%	37.2%	27.3%	21.2%	17.1%	14.1%	11.9%	10.2%	8.8%	7.6%	6.7%	5.8%	5.1%	4.5%	4.0%		

Note : Reach and Frequency projections are computed using the Beta-Binomial Extension Formula

Each column reflects the estimated percentage of the target population exposed to the message the indicated number of times or more.

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Fox 28 & 40

TvSCAN Package Plan -- Multi-Media Schedule Summary
CEDAR RAPIDS-WATERLOO&DUBQ -- NOV/FEBES NIELSEN

Buyer : CYNTHIA SEE
 Advertiser : CEDAR RAPIDS SYMPHONY
 Salesperson: DAVE STODDARD

Package No. : 313
 Sched Dates : 03/11/96-03/24/96
 Lengths : 30
 Dayparts : CDE1AP2NLWSXKO
 Rate Card : A
 Telephone : 319-393-2800
 Date Due : 03/11/96

CEDAR RAPIDS-WATERLOO&DUBQ
 Television DMA Survey Area
 PERS 18-49 Population: 358,884

	Newspaper	Television	Radio	All Media	
Weeks	2	2	2		Weeks
Ads	2	31	46		Ads
% Reach	9.1%	57.3%	26.5%		% Reach
% Ef Rch	0.0%	27.3%	20.0%		% Ef Rch
Freq	1.2	2.1	1.8		Freq
GRPS	10.9	120.8	47.0		GRPS
Grs CPP	\$73.58	\$25.04	\$23.83		Grs CPP
Grs CPM	\$20.50	\$7.07	\$6.64		Grs CPM
Grs Cost	\$800	\$3,025	\$1,120		Grs Cost
Gr. Imps	39,018	428,000	168,675		Gr. Imps

Television: [REDACTED]

Newspaper: [REDACTED]

Radio: [REDACTED]

All Media: [REDACTED]

Effective Reach: [REDACTED] Total Reach: [REDACTED]

The effective reach computations reflect the percentage of the population exposed to the message 3 or more times.

Net Reach computations are based upon the Beta-Binomial Statistical Extension Formula.

Newspaper circulation figures manually entered by user.

Radio data was input manually by the user.

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EXHIBIT 3

CEDAR RAPIDS-WATERLOO & DUBUQUE, IA
MARKET DATA (CONT'D)

TABLE 9 - MEASUREMENT SCHEDULE

MEAS'MT	DATES	NO. OF MKTS.	MEAS'MT	DATES	NO. OF MKTS.
FEB., 1996	4/25-5/22	ALL	FEB., 1997	1/30-2/26	ALL
JUL., 1996	7/11-8/7	ALL DMA	MAR., 1997	2/27-3/26	4
OCT., 1996	9/26-10/23	25	MAY, 1997	4/24-5/21	ALL
NOV., 1996	10/31-11/27	ALL	JUL., 1997	7/10-8/6	ALL DMA
JAN., 1997	1/2-1/29	17			

* Indicates analysis for this market.

† Indicates week-by-week ratings for this market.

TABLE 10 - FOOTNOTES

- Lt. LESS than 1%.
- NOR Normal average P.A. data. See NSI Reference Supplement.
- NA Data Not Available.
- NR Station Not Reportable.
- OFF All quarter-hours of time period for this week were Off-Air.
- 1st First or second quarter-hour excluded from average. Off Air.
- 2nd Indicates week(s) of telecast in markets where no weekly ratings are reported.
- 3rd Totals include only stations reportable in this market (including satellites/affiliates, if any). HUT/PUT in the Metro/DMA includes all viewing to reportable and non-reportable stations.
- 4th See Quarter-Hour/Half-Hour detail.
- 5th (P.A.) Program starts earlier than printed time. See Program Index.
- 6th (P.A.) Program starts later than printed time. See Program Index.
- 7th Data Withheld. In-tab sample size in area measured is below minimum standard for publication. See Table 7 and Section III.
- 8th Below Minimum Audience Standards.
- 9th Special Event deleted.
- 10th Multi-Week Average including Other Programming or technical difficulties.
- 11th Previous measurement programming same as current measurement.
- 12th Audience Estimates shown for parent station plus satellites/affiliates.
- 13th Programming carried by satellites/affiliates is known to differ from programming of a parent station, including satellite Off-Air periods.
- 14th Start time for cross-reference to P.A. section.

TABLE 11 - STATION OPERATING NOTES

For the measurement period covered by this analysis, the following station operation interruptions were reported by stations originating in this market. Please consult the stations for further details.

Minimum Number of Minutes for Inclusion: Longer than four and one-half cumulative minutes within a quarter-hour of the same interruption.

- | | | |
|------------------------|----------------------------------|-------------------------------|
| Type of Interruption: | C. Loss of audio only* | F. Cable System(s)Difficulty* |
| A. Off the air | D. Loss of program feed* | G. Other (See Note Below)* |
| B. Loss of video only* | E. Power reduced by 50% or more* | |

*Station has the option to exclude affected telecast(s) from the averages as defined in the NSI Reference Supplement.

STATION	DAY	DATE	TIME SPAN	TYPE-INTER
KFXA+	SAT	05/04/96	SIGN-ON-07:20AM	A
KFXA	FRI	05/10/96	SIGN-ON-09:00AM	A

WHAT EMRC ACCREDITATION MEANS

The Nielsen Station Index Service has been accredited by the Electronic Media Rating Council since September 1986. To merit continued EMRC accreditation the Media Research Division of the A.C. Nielsen Company: (1) adheres to the council's Minimum Standards for Electronic Media Research; (2) supplies full information to the EMRC, or its auditors regarding all details of its operations; (3) conducts its measurement services substantially in accordance with representations to the subscribers and the Council and (4) submits to, and pays the cost of, thorough on-going audits of the Nielsen Station Index operations by CPA firms engaged by the EMRC. In addition to sizable annual audit charges, the A.C. Nielsen Company provides office and file space for EMRC auditors as well as considerable staff and computer time involved in various aspects of these inspections.

Further information about the EMRC's accreditation and auditing procedures can be obtained from Executive Director, Electronic Media Rating Council, 509 Madison Avenue-Suite 1112, New York, NY 10022.

Dick Weinstein
Executive Director
Electronic Media Rating Council

SPECIAL NOTES

TO OUR CLIENTS

WE CALL YOUR ATTENTION TO THE PERMISSIBLE USES OUTLINED ON THE INSIDE BACK COVER OF THIS VIEWERS IN PROFILE ANALYSIS. ANY UNAUTHORIZED USE OF THIS ANALYSIS OR USE OF ITS CONTENTS BY A NON-CLIENT IS A COPYRIGHT VIOLATION WHICH MAY UNDER FEDERAL COPYRIGHT LAW SUBJECT THE VIOLATOR TO CRIMINAL PENALTIES OF IMPRISONMENT FOR ONE YEAR AND A \$10,000 FINE AND CIVIL DAMAGES OF \$50,000. WE ASK YOUR COOPERATION IN PROTECTING YOUR INVESTMENT IN THE LEGITIMATE USE OF THESE DATA. THANK YOU.

SPECIAL NOTICE

DATA REPORTED FOR A SPECIFIC CABLE NETWORK REFLECT TUNING AND/OR VIEWING ACROSS ALL SYSTEMS CARRYING THAT SPECIFIC NETWORK. THE USER OF REPORTED CABLE NETWORK RATINGS DATA CONTAINED IN THIS REPORT IS REMINDED THAT THE DATA, AS REPORTED, MAY NOT NECESSARILY REPRESENT TUNING TO ANY ONE SYSTEM OR INTERCONNECT.

- CABLE NETWORK PROMOTION
- NIELSEN HAS BEEN ADVISED THAT FROM APRIL 25, 1996 THROUGH MAY 22, 1996, THE TRINITY BROADCAST NETWORK (TBN) AIRED VARIOUS SPOT ANNOUNCEMENTS THROUGHOUT THE DAY IN WHICH REFERENCE WAS MADE TO THE MAY 1996 RATINGS MEASUREMENT.
- THE USER OF THIS VIP IS URGED TO NOTE AN ELECTRONIC MEDIA RATING COUNCIL RESOLUTION REGARDING SUCH DIARY PROMOTIONS, QUOTED, IN PART:
- "EMRC REITERATES ITS OPPOSITION TO ANY ATTEMPT BY STATIONS TO EXHORT THE PUBLIC TO COOPERATE WITH STATION AUDIENCE MEASUREMENT SERVICES WHETHER OVER THE AIR OR BY OTHER MEANS BECAUSE OF ITS POSSIBLE BIASING EFFECT...."
- PLEASE CONSULT THE STATION FOR FURTHER DETAILS.

In this analysis, the audiences for Public Broadcast stations KLIN-TV and KRIN-TV are summed together for reporting purposes. When the sum total viewing to the two stations meets minimum reporting standards their data are shown as KLIN+. Audience data for the individual stations are available via Special Analysis. Contact your NSI representative.

-SPECIAL DOUBLE METRO FORMAT

This analysis places in one volume the television audience estimates for the stations serving the Metro Areas that are in this combined TV Marketing Area.

Metro ratings by quarter-hour are shown separately for the four Iowa counties comprising the Cedar Rapids-Waterloo Metro Area and the single Iowa county comprising the Dubuque Metro Area. To achieve this double listing in an otherwise standard NSI format, it is necessary to drop the Metro Area's Share and to eliminate the adjacent Quarter-Hour Metro Rating Averaging.

DAYPART CHANGES EFFECTIVE NOVEMBER 1995

- The user is advised that effective with the November 1995 measurement the following change was made to the Daypart Section of this analysis:
- Daypart Added:
Mon-Sat 7:00PM-9:00PM CTZ, MTZ, YTZ, HTZ
Sun 8:00PM-9:00PM
- Share trend data prior to November 1995 will not be available.

COMBINED FACILITIES IN THIS ANALYSIS

KFXA-TV Channel 28, Cedar Rapids and its Partial satellite KFXB-TV, Channel 40, Dubuque, are reported herein in combination only as KFXA+.

Users are reminded that the combination line DMA viewing estimates are for the parent and satellite station(s) from within the DMA. Where the program carried by satellite station(s) is known to differ from the programming of the parent station, such instances are identified by a not equal symbol at the end of the reported program name in the Time Period, Program Audience Averages and Program Index sections. For a complete description of NSI policies covering estimates for combined station facilities, please see the NSI Reference Supplement.

SPECIAL NOTICE - ADDITIONAL SAMPLE

THE USER IS ADVISED THAT STATION KCNG-TV PURCHASED ADDITIONAL DIARY SAMPLE FOR THIS ANALYSIS TO THE COUNTIES LISTED IN ORDER TO MEET NIELSEN MINIMUM SAMPLE REQUIREMENTS FOR PRODUCTION OF SPECIAL ANALYSIS REPORTS FOR THIS MEASUREMENT:

COUNTY	INITIAL TARGET	ADDITIONAL TARGET	REVISED TARGET
CEDAR, IA	12	34	48
JOHNSON	66	30	96

SPECIAL NOTICE

IN AN ATTEMPT TO INCREASE RATES AND RESPONSE ACCURACY, METHODOLOGICAL RESEARCH STUDIES WERE CONDUCTED DURING THIS MEASUREMENT AMONG RANDOMLY DESIGNATED PORTIONS OF THE SAMPLE. THESE STUDIES INCLUDED TEXT REVISIONS OF THE REMINDER POSTCARDS AND THE DIARY WEEK CALLS.

CEDAR RAPIDS-WATERLOO & DUBUQUE, IA

WK1 4/25-5/01 WK2 5/02-5/08 WK3 5/09-5/15 WK4 5/16-5/22

A=CEDAR RAPIDS-WATERLOO B=DUBUQUE

Nielsen has been advised that a station(s) conducted a special promotional activity. See page 3.

**See Program Index for complete details of program
start time, duration and weeks of telecast.**

CEDAR RAPIDS-WATERLOO & DUBUQUE, IA

WK1 4/25-5/01 WK2 5/02-5/08 WK3 5/09-5/15 WK4 5/16-5/22

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**See Program Index for complete details of program
start time, duration and weeks of telecast.**

EXHIBIT 4

WK1 4/25-5/01 WK2 5/02-5/08 WK3 5/09-5/15 WK4 5/16-5/22

DS-WATERLOO & DUBUQUE, IA

PROGRAM NAME	STATION	DAY	WEEK	START		SHR	TREND	#	NO	QUARTER	HOURS
				TIME	SUB	FEES	INC	WK	WK	WK	2
COPS SAT FOX 2	KFXA+	SAT	1234	7 30P	7	4	2	NR	2	2	2
CROOK & CHASE	KCRG	M-F	1234	9 00A	23	11	5	9	0	20	20
CURRENT AFFAIR	KFXA+	MON	1234	6 30P	3	4X	2	NR	2	2	2
		TUE	1234	6 30P	3	3X	3	NR	2	2	2
		WED	1234	6 30P	3	3X	3	NR	2	2	2
		THU	1234	6 30P	2	2X	3	NR	2	2	2
		FRI	1234	6 30P	2	2X	1	NR	2	2	2
		AV5	1234	6 30P	3	3X	2	NR	0	10	10
CURT AFFR XTRA	KFXA+	SUN	1234	11 00P	1	X	5	NR	4	4	4
CYBILL-MON	KGAN	MON	1234	8 30P	17	14	11	17	2	2	2
D LETTERMAN-CBS	KGAN	MON	1234	10 30P	19	19X	13	23	4	4	4
		TUE	1234	10 30P	15	15X	15	21	4	4	4
		WED	1234	10 30P	18	14X	18	20	4	4	4
		THU	1234	10 30P	16	19X	16	23	4	4	4
		FRI	1234	10 30P	17	14X	15	20	4	4	4
		AV5	1234	10 30P	17	16X	15	22	20	20	20
DAMN RIGHT	KCRG	MON	1234	- 1:00A					2	2	2
		MON	123	1:00A					2	2	2
		MON	123	1:30A					2	2	2
		NOR	123	1:00A					2	2	2
		TUE	1234	1:00A					2	2	2
		WED	1234	1:00A					2	2	2
		WED	1 34	1:00A					2	2	2
		WED	2	1:15A					2	2	2
		NOR	1234	1:00A					20	2	2
		THU	1234	1:00A					2	2	2
		THU	12 4	1:00A					2	2	2
		THU	3	1:30A					2	2	2
		NOR	12 4	1:00A	16				21	2	2
		FRI	1234	1:00A	X				2	2	2
		AV5	1234	1:00A	X				2	2	2
		NOR	1234	1:00A					10	10	10
DANA CARRY-ABC	KCRG	TUE	1	8 30P	16	26	33	35	2	4	4
DATELINE-FR	KWNL	FRI	1234	8 00P	30	29X	22	22	4	4	4
DATELINE-SUN	KWNL	SUN	4	8:00P	22	13	9	19			
DATELINE-TUE	KWNL	TUE	1234	9:00P	29	28X	29	31	4	4	4
DATELINE-WED	KWNL	WED	1234	8:00P	29	18	26	34	4	4	4
DAVES WRLD-MON	KGAN	MON	1234	7:30P	16	12	13	17	2	2	2
DAY-DISCOVERY	KFXA+	SUN	1234	8:00A	X				NR	2	2
DAYS-OUR LIVES	KWNL	MON	1234	3:30P	29	35X	30	32	4	4	4
DIAGNOSIS-CBS	KGAN	FRI	12	8:00P	12	12	8	1			
DINOSAUR-SYN	KFXA+	M-F	1234	9:30A	3	NR	10	10	8	10	
DOLE NEWS CONF	KWNL	WED	3	2:00P	8	8	7	1			
DONAHUE	KFXA+	M-F	1234	1:00P	3X	4	NR	20	20	20	
DOOGIE HWSR MD	KFXA+	M-F	1234	2:00P	5	NR	10	10	10	10	
DR. J. KENNEDY	KGAN	SUN	1234	9:30A	4	X	5	1	4	4	4
DR. QUINN-CBS	KGAN	SAT	1234	7:00P	28	23X	21	29	4	4	4
DRAGON BALL	KFXA+	SAT	1234	11:30A	6	X	NR	2	2	2	2
DRAKE RELAYS	KGAN	SAT	1	3:30P	8	14	12	5	8		
DREW CAREY-ABC	KCRG	WED	1234	7:30P	23	19	26	25	2	2	2
DSCVR WISCONSIN	KFXA+	SAT	1234	6:00P	X				NR	2	2
DUE SOUTH-CBS	KGAN	FRI	12	7:00P	9	8	9	10	4	4	4
DYTM EMMY AWD	KGAN	WED	4	8:00P	18	19	21	17			
E.R.-NBC	KWNL	THU	1234	9:00P	47	50X	48	44	4	4	4
EKK-STV MF-FOX	KFXA+	MON	1234	3:30P	3	X	3	NR	2	2	2
		TUE	1234	3:30P	X	3	NR	2	2	2	2
		WED	1234	3:30P	X	5	NR	2	2	2	2
		THU	1234	3:30P	X	5	NR	2	2	2	2
		FRI	1234	3:30P	X	5	NR	2	2	2	2
		AV5	1234	3:30P	X	3	NR	10	10	10	10
ELLEN-ABC-WED	KCRG	WED	1234	7:00P	26	22	32	18	2	2	2
ELLEN-TUES-1	KCRG	TUE	3	7:30P	33	28	20	27	2	2	2
ELLEN-TUES-2	KCRG	TUE	4	7:30P	14	28	20	27			
EMPTY NEST	KFXA+	SAT	1234	6:30P	X				NR	2	2
ENT TONIGHT 30	KGAN	MON	1234	12:00P	25	X	18	2	2	2	2
ENT TONIGHT 80	KGAN	SUN	12 4	12:00M	25	X	15	2	2	2	2
FACE NATN-CBS	KGAN	SUN	1234	10:30A	7X	2	2	2	2	2	2
FACULTY-WD-ABC	KCRG	WED	2	8:30P	15	14	20	23	2	2	2
FAMILY MTR-ABC	KCRG	FRI	1234	7:00P	18	27X	23	15	2	2	2
FEED YOUR MIND	KWNL	SAT	4	12:30P	7	2	18				
FELIX-CAT-CBS	KGAN	SAT	1234	10:00A	7	5	6	6	2	2	2
FMLY MTR-FRI	KCRG	FRI	4	8:30P	16	22	20	15	2	2	2
FORCES-NATURE	KGAN	TUE	1	7:00P	23	9	13	15	4		
FOREVER KNIGHT	KFXA+	SAT	1234	12:00M	6				4	4	4
FOX MOV SP-MON	KFXA+	MON	3	7:00P	6	4	4	NR	4	4	4
FOX MOV SP-THU	KFXA+	THU	4	7:00P	2	1	2	NR			
FOX MOVIE SPCL	KFXA+	SUN	3	6:00P	9	4	7	NR			
FOX NHL PLYOFF	KFXA+	SUN	1234	2:00P					12	13	12
FOX TU NITE MV	KFXA+	SUN	1234	2:00P	6	4	2	NR	12	12	12

For explanation of symbols, see page 3.

* 4-Week Time Period Averages

PROGRAM NAME	STATION	DAY	WEEK	START		SHR	TREND	#	NO	QUARTER	HOURS
				TIME	SUB	FEES	INC	WK	WK	WK	2
FOX 28&40 NWS	KFXA+	MON	1234	10 00P	4	5	3	NR	2	2	2
		TUE	1234	10 00P	3	5	2	NR	2	2	2
		WED	1234	10 00P	3	5	4	NR	2	2	2
		THU	1234	10 00P	4	4	2	NR	2	2	2
		FRI	1234	10 00P	4	4	2	NR	2	2	2
		AV5	1234	10 00P	3	5	3	NR	10	10	10
		SAT	1234	10 00P	3	2	5	NR	21	21	21
		SUN	1234	10 00P	3	2	2	NR	2	2	2
		AV7	1234	10 00P	3	4	3	NR	14	14	14
FRASIER-TUE	KWNL	TUE	1234	8 00P	19	19X	17	17	2	2	2
FRESH PRNC-NBC	KWNL	MON	1234	7 00P	19	19X	17	17	2	2	2
		NOR	1234	7 00P	23	17X	15	15	2	2	2
FRIENDS-NBC	KWNL	THU	1234	12 30A	X	11			4	4	4
FUDGE-ABC 2	KCRG	SAT	1234	10 00A	7	18	14	12	2	2	2
G M SPORTS	KFXA+	SUN	1234	10 30P	X				2	2	2
GARGOYLES	KFXA+	MON	1234	8 00A	X	3	NR	2	2	2	2
		TUE	1234	8 00A	4	X	NR	2	2	2	2
		WED	1234	8 00A	3	X	NR	2	2	2	2
		THU	1234	8 00A	3	X	NR	2	2	2	2
GD MRN AMR-ABC	KCRG	M-F	1234	7 00A	30	23X	26	28	40	40	40
GENRL HOSPITAL	KCRG	M-F	1234	2:00P	24	29	25	26	20	20	19
GOOF TROOP	KFXA+	M-F	1234	8:30A					10	10	10
GOOSEBUMPS-FOX	KFXA+	FRI	1234	4:30P	2	4X	5	NR	2	2	2
GOOSEBUMPS-PRM	KFXA+	FRI	4	7:00P	3	4	5	NR			
GOOSEBUMPS-SP	KFXA+	SAT	3	9:30A	5	4	4	NR			
GORDON ELLIOTT	KFXA+	M-F	1234	12:00N	2				20	20	20
GRACE-FIRE-ABC	KCRG	WED	1234	- 8:00P	20				2	2	2
		WED	123	8:00P					2	2	2
		WED	4	8:30P					2	2	2
GRAND OLE-STAR	KGAN	THU	4	7:00P	20	18	24	26	2	2	2
GREAT OUTDOORS	KCRG	SAT	4	11:30A	15	19	19	5			
GRT GRNSBRO-SU	KGAN	SUN	1	2:00P	4	18	14	7			
GTE-GOLF CL SA	KCRG	SAT	3	1:30P	5	12	21	7			
GTE-GOLF CL SU	KGAN	SUN	3	3:00P	8	6	10	13			
GUIDING LIGHT	KGAN	M-F	1234	2:00P	23	14	14	18	20	20	20
H S CHALLNG	KWNL	SAT	1234	- 11:00A	8				2	2	2
		SAT	3	10:30A							

CEDAR RAPIDS-WATERLOO & DUBUQUE, IA

5/02-5/08 WK3 5/09-5/15 WK4 5/16-5/22

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PROGRAM NAME	STATION	DAY	WEEK	START TIME	SHR TREND # NO QUARTER HOURS							
					CUR SHR 36	FEB 35	MAY 35	WK 1	WK 2	WK 3	WK 4	
ABC MON-MOV	KCRG	MON	1234	- 7:00P	20	15	31	24	- 8	- 8	12	12
		MON	12	- 8:00F				- 3	- 8		12	12
ABC NWS-SUN	KCRG	SUN	1234	- 5:00P	20	19	23	21	2	- 1	2	2
		SUN	1 34	- 5:00F				2	2	- 2	2	2
ABC SPCL RPT 1	KCRG	WED	3	- 2:00P	20	26	23	29		- 1	1	
ABC SUN-MOV	KCRG	SUN	1234	- 8:00P	22			8	8	8	- 12	
		SUN	123	- 8:00F				8	8	8	- 12	
		SUN	4	- 7:00F								
ABC THU NT MOV	KCRG	NOR	1234	- 8:00P	21	21	23	27	8	8	8	8
		THU	1234	- 8:00P	11			- 10	8	- 7	8	
		THU	2 4	- 8:00F				- 10				
		THU	3	- 8:15P					8	- 7	8	
ABC WKND SPCLS	KCRG	NOR	1234	- 3:00P	11	11	16	14	8	8	- 7	8
ABC WWS35-SPC	KCRG	SAT	1	- 11:30A	13	19	19	5	2			
ABC-NITELINE	KCRG	MON	1234	- 11:30P	14	18	19	29	2	2	2	2
		TUE	1234	- 11:30P	17	22X	22	20	2	2	2	2
		WED	1234	- 11:30P	15			2	3	2	2	
		NOR	1234	- 11:30P	15	16X	26	24	2	2	2	2
		THU	1234	- 11:30P	8			2	2	- 2	2	
		THU	12 4	- 11:30P				2	2	- 2	2	
		THU	3	- 11:45P					- 2			
		NOR	1234	- 11:30P	9	20	22	21	2	- 1	2	
		FRI	1234	- 11:30P	11	14X	12	15	2	- 2	2	
		AV5	1234	- 11:30P	13			10	11	10	10	
		NOR	1234	- 11:30P	13	18	19	21	10	10	9	10
ABC-NWS SAT	KCRG	SAT	1234	- 5:00P	28	37X	32	38	2	2	2	2
ABC-WORLD NWS	KCRG	MON	1234	- 5:30P	24	27X	34	35	2	2	2	2
		TUE	1234	- 5:30P	26	28X	32	34	2	2	2	2
		WED	1234	- 5:30P	26	33X	30	41	2	2	2	2
		THU	1234	- 5:30P	26	29X	32	32	2	2	2	2
		FRI	1234	- 5:30P	24	30X	34	31	2	2	2	2
		AV5	1234	- 5:30P	25	29X	32	35	10	10	10	10
ACE VNTURA-CBS	KGAN	SAT	1234	- 9:30A	10	13	10	25	2	2	2	2
ADV-HYPRMN-CBS	KGAN	SAT	34	- 10:30A	8	5	6					
ALADDIN	KFXA+	M-F	1234	- 7:00A	3	3	NR	10	10	8	10	
ALADDIN-CBS	KGAN	SAT	1234	- 8:00A	9	13X	18	17	2	2	2	2
ALL IOWA-RACES	KGAN	SAT	2	- 10:30A	8	6	5	6				
ALL IOWA-RACES	KGAN	SUN	2	- 11:00P	13	9						
ALL-CHILDREN	KCRG	M-F	1234	- 12:00N	19	24X	21	22	20	20	20	20
ALL-CNSRD-BLPR	KWHL	MON	1	- 7:00P	25	20	16	20	4			
AMEN TELECAST	KGAN	SAT	3	- 1:30P	27	29			2			
AMER-VIDEO-ABC	KCRG	SUN	1234	- 6:00P	17	21	29	24	2	2	2	2
AMER-WANTD-FOX	KFXA+	SAT	1234	- 8:00P	6	4	3	NR	4	4	4	4
AMERICAS CHOICE	KGAN	THU	3	- 7:00P	15	14	8	12		8		
AMR COMEDY-ABC	KCRG	SAT	2	- 9:00P	17	18	13	18		4		
AMR FUN-VIDEOS	KFXA+	MON	1234	- 5:00P	5	2X	3	NR	2	2	2	2
		TUE	1234	- 5:00P	3	5X	3	NR	2	2	2	2
		WED	1234	- 5:00P	3	4X	4	NR	2	2	2	2
		THU	1234	- 5:00P	2	2X	2	NR	2	2	2	2
		FRI	1234	- 5:00P	2	2X	3	NR	2	2	2	2
AMR-VIDEOS 8	KFXA+	AV5	1234	- 5:00P	3	3X	3	NR	10	10	10	10
		MON	1234	- 4:30P	4	3X	3	NR	2	2	2	2
		TUE	1234	- 5:30P	3	4X	3	NR	2	2	2	2
		WED	1234	- 5:30P	2	2X	2	NR	2	2	2	2
		THU	1234	- 5:30P	2	4X	3	NR	2	2	2	2
		FRI	1234	- 5:30P	2	4X	3	NR	2	2	2	2
		AV5	1234	- 5:00P	3	3X	3	NR	10	10	10	10
AMR-VIDEOS 2	KCRG	SUN	1234	- 6:30P	18	23	34	24	2	2	2	2
AMW-FINAL-JUST	KFXA+	MON	1234	- 10:30P	3	3X	3	NR	2	2	2	2
		TUE	1234	- 10:30P	2	3X	5	NR	2	2	2	2
		WED	1234	- 10:30P	3	3X	3	NR	2	2	2	2
		THU	1234	- 10:30P	4	2X	3	NR	2	2	2	2
		FRI	1234	- 10:30P	2	2X	2	NR	2	2	2	2
		AV5	1234	- 10:30P	3	3X	3	NR	10	10	10	10
ANOTHER WORLD AS WORLD TURN	KWHL	M-F	1234	- 12:30P	12	10X	14	8	20	20	20	20
		M-F	1234	- 1:00P	31	24X	26	25	20	20	20	20
ATK-TMTOES-FOX	KFXA+	SAT	1234	- 8:30A	3	4	5	NR	2	2	2	2
B WLTR ANNV SP	KCRG	WED	1	- 8:30P	28	27	30	28	8			
BABYLON 5	KFXA+	SAT	1234	- 4:00P	2	2X	2	NR	4	- 3	4	4
		SAT	1 34	- 4:00P				4	4	4	4	
		SAT	2	- 4:15P				- 3				
BANANAS-PAJAMS	KFXA+	M-F	1234	- 6:00A				NR	10	10	8	
BAYWATCH	KFXA+	SAT	1234	- 9:00P	4	2X	3	NR	4	4	4	
BAYWATCH NIGHT	KFXA+	SUN	1234	- 9:00P	3	3X	2	NR	4	4	4	
BAYWATCH STRIP	KFXA+	MON	1234	- 9:00P	3	3X	2	NR	4	4	4	
		TUE	1234	- 9:00P	4	4	2	NR	4	4	4	
		WED	1234	- 9:00P	4	4X	4	NR	4	4	4	
		THU	1234	- 9:00P	2	3X	2	NR	4	4	4	
		FRI	1234	- 9:00P	5	3X	2	NR	4	4	4	
		AV5	1234	- 9:00P	3	3	2	NR	20	20	20	20
BEFORE-STR-ABC	KCRG	SAT	3	- 7:00P	4	13	18	14		2		
BEV HILLS-FOX	KFXA+	WED	1234	- 7:00P	5	1			4	4	4	
		NOR	1234	- 7:00P	6	7X	8	NR	4	4	4	
BILL NYE-GUY	KWHL	SAT	2 4	- 11:30A	3	2	9		2		2	
BLINKY BILL	KFXA+	M-F	1234	- 6:30A	3	3	NR	10	10	8	10	
BLOSSOM	KCRG	MON	1234	- 3:00P	13	18X	14	19	2	2	2	2

PROGRAM NAME	STATION	DAY	WEEK	START TIME	SHR TREND # NO QUARTER HOURS							
					CUR SHR 36	FEB 35	MAY 35	WK 1	WK 2	WK 3	WK 4	
BLOSSOM	KCRG	TUE	1234	- 3:00P	12	22X	11	23	2	2	2	2
		WED	1234	- 3:00P	12	20X	10	16	2	2	2	2
		THU	1234	- 3:00P	13	19X	10	15	2	2	2	2
		FRI	1234	- 3:00P	17	23X	18	13	2	2	2	2
		AV5	1234	- 3:00P	14	20X	13	17	10	10	10	10
BLUESTEM SOLID	KGAN	SAT	1	- 1:30P	4	27	29	29	2	2	2	2
BOBBY WRLD SPC	KFXA+	SAT	4	- 7:00A	3	3	NR	10	10	8	10	
BOBBYS M-F-FOX	KFXA+	1234	- 7:00A	5	5	NR	10	10	8	10		
BOBBYS WRLD SP	KFXA+	SAT	3	- 7:00A	3	3	NR	10	10	8	10	
BOULD&BEAUTIFUL	KGAN	M-F	1234	- 12:30P	27	23X	23	24	10	10	10	10
BONKERS	KFXA+	M-F	1234	- 9:00A	2	2	2	2	2	2	2	2
BOSCH-PRIX-A8C	KCRG	SUN	1	- 1:00P	2	2	2	2	2	2	2	2
BOSTON CMN-NBC	KWHL	THU	1	- 7:30P	31	30	40	26	2	2	2	2
BOY-WORLD-ABC	KCRG	FRI	1234	- 7:30P	15	25X	20	14	2	2	2	2
BTMN&RB MF-FOX	KFXA+	MON	1234	- 4:00P	4	2X	2	NR	2	2	2	2
		TUE	1234	- 4:00P	2	X	3	NR	2	2	2	2
		WED	1234	- 4:00P	5	2X	5	NR	2	2	2	2
		THU	1234	- 4:00P	12	2X	12	NR	2	2	2	2
		FRI	1234	- 4:00P	12	14X	12	12	4	4	4	4
		AV5	1234	- 4:00P	12	15X	12	16	4	4	4	4
BUGS&TWTY1ABC	KCRG	SAT	1234	- 9:00A	11	12	12	6	2	2	2	2
BUGS&TWTY2ABC	KCRG	SAT	1234	- 9:30A	10	11	11	7	2	2	2	2